Quality of Life Budget Recommendation

Moving the Needle: Latinitas Prepares Austin's Technology Workforce

1. Which Strategic Outcome Area will your recommendation primarily impact? (Choose only one)

 a. Economic Opportunity and Affordability
 b. Mobility
 c. Safety
 d. Health and Environment
 e. Culture and Lifelong Learning
 f. Government that Works for All

2. **Refer to the Strategic Direction document. Identify your Outcome Area's Indicators and select one primary and one secondary Council Indicator your recommendation will address:**

Primary: Economic Opportunity & Affordability
Secondary: Culture & LIfelong Vibrancy and Sustainability of Creative Industry

3. Now, refer again to the document and identify the Metrics for your selected Indicators. Which of these Metrics are applicable to your recommendation?

- Skills and capability of our community workforce (including education)

Latinitas teaches girls 9-18 21st century skills in production, coding, virtual and augmented reality generation, robotics, 3D printing, as well as transcendent soft skills in writing, social emotional learning and leadership that round out Austin's largest youth population for the city's most lucrative industries - media and technology.

4. **Continuing through the Strategic Direction document, identify the Strategies the Council has identified to address your selected Outcome Area. Which one or two strategies align with your recommendation?**

- Skills and capability of our community workforce (including education)
- **Vibrancy and sustainability of creative industry ecosystem**

5. **Which characteristics should apply to the department, community-based organization and / or vendor that would put your recommendation to work?**

9000 tech jobs came to Austin in 2017, however, women make up less than 17% of these companies and women of color, a dismal 1%. 80% of Austin's incoming kindergarten last, this and next year are Hispanic. When we think of the future of Austin youth, we should be thinking Hispanic youth. At the same time, the average income for Hispanic families in Austin is $32K making technology a luxury for most. So, the city has a thriving tech industry lacking diversity and a growing diverse population with barriers to technology access. Filling that gap for 15 years with empowering digital media and technology programs, Latinitas wants to leverage what is often the greatest currency for youth of color when it comes to success: creativity.

Since 2002, Latinitas has been working with young girls of color to combat stereotypes in media and technology not only based in gender, but also in culture. Having mentors who reflect our service population has made Latinitas the only bilingual tech education organization in Austin for 15 years, and only one of handful, nationally. Latinitas is reaching girls others aren't. 63% percent of girls who attended Latinitas' Code Chica Conferences had never had a coding lesson before in a city nicknamed Silicon Hills. And, Latinitas is working. 93% of Latinitas program alumni are graduating high school, 81% identify as a college student, that's in light of Latinas having the state's highest school drop out rates of any ethnic group. How else are we different? We are one of the only agencies of our kind (girls in STEM) delivering programming in Austin's public housing. We are part of a bigger model of digital inclusion that is being showcased nationally at HUD for future replication. We also produce the only magazine of its kind Latinitasmagazine.org, made for and by young Latinas and manage the largest moderated social media network just for Latina girls: MyLatinitas.com with 1400 registered girl bloggers. Overall, Latinitas partners widely and strategically. We volunteer our media and tech savvy to other groups such as the Hispanic Women's Network of Texas, have helped run the national event Dio de los Ninos at area libraries, modeled the Greater Austin Hispanic Chamber of Commerce young entrepreneurs program, and we leverage relationships with groups such as the Young Hispanic Professional Association of Austin, Kappa Delta Chi and other Latina sororities growing our reach and mentorship opportunities for girls. We have been an agent to helping other organizations get more Latina participation with partnerships with the Girls Scouts of Central Texas and New Mexico, the National Girls Collaborative Project and its Texas affiliate, Women in Engineering (WEP) at UT, Association of American University Women's Girls

in STEM program, Google's Made with Code campaign, Girls Who Code, PBS's SciGirls, Association of Women and Science and the Society of Hispanic Engineers.

6. What is your recommendation? Make sure it is specific?

Right now a Hispanic girl in Austin has more of a chance of getting pregnant before age 20 than entering the digital media, tech or entrepreneurial workforce - the city's biggest and most lucrative creative industries. Disheartening? Yes. Is it something culturally sensitive technology training, relevant mentoring, and collaboration with Austin's professional sectors can move the needle on? Definitely. Latinitas understands it takes more than a translating a filmmaking workshop flyer or coding class to get Hispanic and other girls interested in digital media and tech and that the challenges of inclusivity in the tech sector, especially, is a real hurdle for girls and women of color. Forbes reported in 2014 that 41% of women leave computer science fields as a result of discrimination. Latinitas is not only building interest in computer science and STEAM careers with lessons in dealing with stereotypes, media literacy, social emotional learning, and self-advocacy, but by demystifying who and what is tech with interactive onsite visits to Austin's technology sector.

Since 2002, Latinitas has been working with young girls of color to combat stereotypes in media and technology not only based in gender, but also in culture. Having mentors who reflect who we serve, has made us the only bilingual digital media and tech education agency in Austin for 15 years, one of a handful nationally. Meeting girls where they are at in public housing, cultural centers or libraries means we are bringing digital media and technology literacy to the Austin's fastest growing yet most marginalized demographic's doorstep. We are the only tech education agency doing programming in our city's cultural centers including Austin's Mexican American Cultural Center, the Oswaldo Cantu Pan-American Recreation Center, Round Rock Serving Center/Food Bank and the city's Black history museum, the Carver Library. And, it's working. Latinitas is reaching girls others aren't. 63% percent of girls who attended our Code Chica App and game design conferences last year never had a coding lesson before, in a city teeming with technology companies and training opportunities, 40% of the attendees had never been to a conference just for girls. How else are we different? We are one of the only agencies of our kind (girl-centric/bilingual) delivering programming in Austin's public housing a partnership with the Housing Authority of the City of Austin (HACA) that is a model being showcased nationally at HUD for future replication. Latinitas partners widely and strategically. National campaigns poised to get more girls in STEAM still struggle to reach Latinas, so we have been invited to work with the National Girls Collaborative Project and its Texas affiliate, Women in Engineering (WEP) at UT, Association of American University Women's Girls in STEM program, Google's Made with Code campaign, PBS's SciGirls, Association of Women and Science and the Society of Hispanic Engineers to grow their Latina reach.

Latinitas is not just a one-off or side initiative to "get more Latinas in tech." Hispanic girls and other girls of color are our priority and focus. Girls who come through Latinitas' after school

program, weekend workshops, camps and conferences are connected through Latinitas publications and blog: Latinitasmagazine.org and MyLatinitas.com or are part of the Latinitas alumni experience. Last year, 50% of program staff were Latinitas alumni, so the legacy of paying it forward where the mentee becomes the mentor has begun. Our structure is familial with "big sisters." This format has created alumni retention that allows us to reach out with opportunities. Our corporate partners provide this also whether it is the introduction of free forums such as Google CS and Hour of Code or other deeper dives such as initiatives from coding schools in Austin seeking women enrollment. Latinitas serves as a hub of information to our existing program attendees, their parents and our alumni.

Move the Needle: 2018 - 3000 girls by 2020

Activity	Tasks/Deliverables	Description	Numbers Served
Grow 15 after school clubs to **30**	Weekly after school media and tech enrichment programs at 30 Title 1 elementary and middle schools in Austins NE, CE and SE corridors	For any girls ages 9-14 engage in activities ranging from blogging, photography, web and graphic design, video and audio production to app and game design, virtual reality and coding.	225 increases to **600 girls served**
Monthly family workshops on site at Latinitas headquarters and in public housing sites **and now this upcoming year also 3 public libraries**	3-4 family workshops a month. Latinitas leveraging existing relationship with HACA and Austin Public Library	For any girls ages 9-14 engage in activities ranging from blogging, photography, web and graphic design, video and audio production to app and game design, virtual reality and coding.	230 increases to **800 girls served**
Fall/Spring Media and Tech conferences	3 all day conferences hosted by ACC Eastview using media and technology to explore college attainment, health and wellness, coding, starting a business and more.	Girls ages 9-18 for a day of workshops, career presenters and opportunities to use media and technology to explore many topics.	**300 girls**
7 weeks of summer	7 weeks of intensive	For any girl age 9-14	125 girls **increases**

camp **grew to 7 weeks of camp in 2018**	Latinitas media and technology activities focused on themes: Cinema, Fashion and Media and Tech, Technology and Healthy Living. 2 of these weeks are free at Austin public library.		**to 200 girls**
Whole Chica Leadership Incubator	Latinitas on entrpreneurial incubator		**1100 teens**
TOTAL SERVED			**3000 girls and teens**

Costs include overall program administration and the development of Move the Needle to include more job shadowing/externship opportunities for Latinitas program attendees. After the initial outlay of funds to support the process to engage more Austin technology companies to connect Latinitas outreach with the city's most prolific sector this project could operate on a smaller budget.

To counter the difference between the cost and ask - Latinitas benefits from tens of thousands of dollars worth of in-kind support including space rental, donated equipment and access to computers, internet and software leveraging labs in schools, libraries, community centers and in public housing. We are also employ the support of hundreds of volunteers who contribute in-kind services such as marketing and public relations support, graphic and web design services, video and audio production and financial management support.

	Cost to Latinitas	Cost to Hispanic Quality of Life feasibility initiative 2016-2017	**Request to Hispanic Quality of Life commission this year 2017-2018**
Staff Salaries Administrative/Exec. Dir ($10,000) Program Dir. ($32,000) Program Asst. ($12,000) Program Leaders (4) ($37,000)	$91,000	$25,000	**$65,000**

Supplies (iPads (20), photo cameras, Virtual reality software, wearable tech supplies, digital media supplies)	$21,000		**$17,000**
Space/ Rental /Utilities/ Internet	16,800	$10,000	**$18,000**
Printing	$3500		
Indirect costs, insurance, etc. web hosting	$6500		
TOTAL COST	138,800	$35,000	**$100,000**

Laura Donnelly
Founder, CEO
512.809.4618
laura@latinitasmagazine.org

7. Provide evidence to support your recommendation. Include relevant data and sources regarding the Council Indicator you seek to move the needle on" and evidence supporting the recommended approach.

Latinitas traditionally conducts pre- and post surveys of its clubs, workshops, camps and conferences. In 2014, with an interest to scale programming in the next five years, we conducted our first official evaluation managed and conducted by PhD. candidate Ginger Piñeda Raya, Argosy University. Ms. Raya explored little explored ground postulating a connection between culture and gender awareness programs like Latinitas and their impact on college attainment. Ms. Raya produced some of the only research of its kind about Latina youth. The outcomes were inspiring.

Normally, Hispanic girls have a higher high school dropout rate than girls in other racial or ethnic groups, 30 percent, compared with 12.9 percent for Blacks and 8.2 percent for Whites and are the least likely to earn a college degree, according to the American Association of University Women **yet when surveyed, 93 percent of Latinitas program alumni reported that they had graduated from high school within four years.** The highest level of education for most of the participants was high school (76.9%) with 11.5% having an associate's degree and 7.7% having

a bachelor's degree. <u>Owing to the relatively young age of the participants,(our first program class are juniors in college right now)</u> **81 percent reported their occupation as college student.** In light overall drop out rates, Latinitas impact is immense.

In addition to tracking graduation rates, Latinitas uses pre and post surveys to measure increases in media, technology and cultural literacy, as well as self-awareness, self confidence and cultural and gender pride. Past program surveys at Latinitas show: • 69% of girls in Latinitas report that they would consider a STEM career • 88% of girls in Latinitas felt more confident in their computer skills • 93% of girls in Latinitas feel more confident in their media skills. • 86% of girls in Latinitas report learning new things • 96% of girls in Latinitas describe its programs as a "great" experience overall.

Latinitas benefited from the shared use of reviewers and the rubric: Program in Afterschool Resiliency (PEAR)DoS (Dimensions of Success) as a part of a grant. The PEAR was developed by the National Science Foundation and defines key indicators of STEM program quality in out of school time environments - but has general applications also in determining if an agency's staff and curriculum is appealing and engaging to its program attendees . Each rubric is scored on a 4-point scale of increasing quality, using detailed descriptions to guide observer ratings. In order to justify their ratings, observers write detailed evidence based on field notes they take from the observations and language from the rubric, allowing programs to consider both the ratings and the qualitative data when giving feedback to their staff. Developmental, Non-Cognitive, and/or Social-Emotional The rubric measures STEM content learning, engagement and participation from students, but also inquiry, youth voice and reflection by the participant - aspects that are important to social emotional learning and media literacy as well. Latinitas scored between 3 and 4, the highest levels of the scale on all these categories.

Lastly, Latinitas is also gauging trends noted by it's original programs in Austin public schools using the district's aggregate database. Findings last year show that 81% of Latinitas clubs were Hispanic, 44% English Language Learners and 90% were economically disadvantaged. They showed a 96% attendance rate - high for this dataset and less than 4 % served in school or at home detention over the year. Girls in Latinitas are also scoring at or above the standards for STAAR reading (33%) and math testing (37%).

8. How much money is necessary to support your recommendation? $85,000

9. Is this one-time funding or ongoing funding? - ongoing

10.